

To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Cooper, Donnie, Davern, Kevin,
 Darcy, Joe F., Williams, Donald J., Piscitelli, J, 2100 - Winston-Salem Region,
 2110 - Winston-Salem ROU, 1700 - Pittsburgh Region, 1710 - Pittsburgh ROU, Huff, C,
 Moulton, G, Duszynski, R, Deese, David, Tanchyk, R, Schwalm, S, Ferencak, Cynthia L.,
 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICA),
 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG),
 1110 - Boston ROU (PROVENL), 2310 - S. Florida ROU (FINKLEP),
 1600 - Buffalo Region (BRZEZIE), 1610 - Buffalo ROU (BRZEZIE)

From: Kuruc, Nick
 Posted: 8/23/96 8:24
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 Subject: Amerada Hess Corporation

Hess Co-Op (0353-02-00)
 Hess Mart (0353-03-00)

Information Regarding Hess Private Label Brand SIGNATURE:

Sales		Retail	
1221	2	1222	23, 26
1222		1223	20, 21, 22, 23, 24, 25, 26
1223	3	1226	24, 25, 26, 27, 28, 29, 30
1224	4	1229	30
1225		ROM	
1226	3	PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

Preliminary numbers indicate that SIGNATURE is tracking at a 3.3% share of market. The Brand is selling at the rate of 30,000 packs per week (50 cases)!

Philip Morris is threatening non compliance with regard to our floor base and single pack displays due to the length of time they will be on location. Our permanent SIGNATURE display will be shipped later than expected to Hess Cigarette Suppliers (who will in turn ship to stores) the week of September 20.

Based on the positive share impact SIGNATURE will have on RJR Business, and our valued "Partnership" with Hess, a decision has been made to temporarily place SIGNATURE Packs on the DORAL Savings Display using the following parameters:

- 8 rows (each style) to be placed on the top tray of the display.
- DORAL to be placed on the second tray.
- SIGNATURE advertising to be placed on top of the display (preferably one corner)
- DORAL Advertising should not be removed.
- This change to take effect September 1, and end when SIGNATURE Permanent Displays are shipped to stores.
- All Stores will receive these guidelines in their September Sales Plan. Each store will execute the change.
- Once the SIGNATURE Permanent Displays arrive in stores, all DORAL Displays should be reset to current standards.

All Retail Reps should be made aware of this change, and cautioned not to place stores in non-compliance.

During your normal coverage, please ensure that these guidelines are handled correctly.

Thanks for your help!

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